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FAX PLEASE	DIRECTV		
Attention:	MAIL STOP AMENDMENT Group Art Unit: 3622 Examiner: JANVIER, Jean D.	Fax:	(571) 273-8300
UNITED ST	ATES PATENT AND TRADEMARK OFFICE	Phone;	(571) 272-6719
Pages:	Cover + 21 = 22	Date:	November 9, 2007
From:	Anthony J. Orler Attorney for Applicant		(310) 964-0941 (310) 964-0735

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CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that this correspondence identified below is being facsimile transmitted to (571) 273-8300 (Centralized Facsimile Number), addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on November 9, 2007.

Karen L. Lum

November 9, 2007 (Date of Signature)

Telephone No. (310) 964-0735

(Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents

Attorney Docket No. PD-980142

Please find attached Re:

Serial No.: 0

09/492,725

Filing Date: January 27, 2000

SUPPLEMENTAL RESPONSE TO OFFICE ACTION DATED SEPTEMBER 12, 2006 (21 pages)

If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

The DirecTV Group, Inc., CA/LA1/A109, P. O. Box 956, El Segundo, CA 90245

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PATENT PD-980142

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	ARSENAULI et al.) I hereby certify that this paper (and/or
U.S. Serial No.	:	09/492,725) fee) is being facsimile transmitted to) (571) 273-8300, addressed to:
Filed	:	January 27, 2000) Mail Stop Amendment) Commissioner for Patents
Title	:	"A System and Method for Transmitting, Receiving and Displaying Advertisements"	P.O. Box 1450Alexandria, VA 22313-1450on this date:
) Dated: November 9, 2007
Art Unit	:	3622	Nasan OO
Examiner	:	Jean D. Janvier) Karen L. Lum

SUPPLEMANTAL RESPONSE UNDER 37 CFR § 1.111 TO THE OFFICE ACTION DATED SEPTEMBER 12, 2006

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

The applicants submit this supplemental response to the official action dated September 12, 2006, under 37 CFR § 1.111 and respectfully request that the examiner enter the further amendments submitted herewith. For clarity, the applicants have retained all amendments to the claims presented in the prior response with the required underlining and strikethrough notations and have added further amendments. This response supersedes the prior response filed on January 9, 2007. Accordingly, please enter the following amendments and consider the accompanying remarks.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 16 of this paper.